GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:375
ANSWERED ON:23.11.2006
ATITHI DEVO BHAVA DRIVE
Agarwal Shri Dhirendra;Patel Shri Jivabhai Ambalal

Will the Minister of TOURISM be pleased to state:

(a) Whether the Government has launched 'Atithi Devo Bhava' awareness drive ;

(b) If so, the details of the States where this drive has been launched ;

(c) Whether a number of States have been left out in this drive in which several places are quite important from the tourism point of view; and

(d) If so, the reasons therefor ?

Answer

THE MINISTER OF THE STATE IN THE MINISTRY OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a): Yes, Sir.

(b) to (d): Two phases of Atithi Devo Bhavah awareness campaign for bringing about attitudinal change among service providers have already been undertaken in 2004-05 and 2005-06 covering seven cities in six States namely; Hyderabad in Andhra Pradesh, Delhi, Goa, Mumbai and Aurangabad in Maharashtra, Jaipur in Rajasthan and Agra in Uttar Pradesh. Atithi Devo Bhavah awareness campaign on Graffiti and Garbage at the Monuments has been launched from November 2006 covering the entire country through print and electronic media.